

Message Text

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USDOC FOR BEWT; USIA FOR IEU, ICS, IBS/PE; STATE FOR EUR/EE;
BUDAPEST PASS MR. DOWNEY, USDOC D.A.S.; VIENNA FOR EWTC,
RPO, REX

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: PLOVDIV:OPENING DAY REPORT

1. SUMMARY: U.S. PAVILION AT PLOVDIV FAIR OPENED WITH TOUR
BY GOB HEAD OF STATE ZHIVKOV. UNLIKE PREVIOUS YEARS,
ZHIVKOV DID NOT TOUR ENTIRE FAIR AND HIS VISIT TO U.S.
PAVILION THUS SHOWS SPECIAL ATTENTION. FIRST DAY PUBLIC
REACTION WAS GOOD, AND SOME COMMERCIAL INTEREST HAS ALREADY
BEEN ELICITED. END SUMMARY.

2. TODOR ZHIVKOV, CHAIRMAN OF GOB COUNCIL OF STATE AND
FIRST SECRETARY OF THE CENTRAL COMMITTEE OF THE BULGARIAN
COMMUNIST PARTY, HEADED HIGH-LEVEL DELEGATION WHICH
TOURED U.S. PAVILION AT 31ST PLOVDIV INTERNATIONAL
FAIR ON OPENING DAY WED 3 SEPT. LARGE OFFICIAL PARTY
INCLUDED STANKO TODROV, CHAIRMAN OF GOB COUNCIL OF
MINISTERS (PRIME MINISTER); DEPUTY PRIME MINISTER
OGNYAN DOYNOV; MINISTER OF FOREIGN TRADE IVAN NEDEV;
AND PENKO PENKOV, CHAIRMAN OF BULGARIAN CHAMBER OF
COMMERCE AND INDUSTRY. GOB FIRST DEPUTY PREMIER TANCHEV
HEADED SEPARATE OFFICIAL PARTY WHICH ALSO TOURED PAVILION.
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3. COMING NEAR END OF HIS WALKING TOUR OF FAIR GROUNDS, ZHIVKOV'S VISIT TO U.S. PAVILION WAS BRIEF, AS EXPECTED, AND ELICITED NO NOTABLE QUOTES. HE TOOK CLOSER LOOK AT DRY CAUSTIC TOMATO PEELING (MAGNUSON AND VANMARK); ASEPTIC FOOD PACKAGING (SCHOLLE); 2-PIECE STEEL CANS (AMERICAN CAN); ELECTRONIC MEASUREMENT OF PROTEIN CONTENT IN GRAIN (NEOTEC AND TECHNICON); AND SUPER-MARKET COMPUTERIZED CHECKOUT (VANMARK AND TECHNICON ALSO HAVE COMMERCIAL REPRESENTATIVES IN PAVILION). UNLIKE PREVIOUS YEARS, ZHIVKOV DID NOT PERSONALLY TOUR ALL PAVILIONS AND HIS VISIT TO U.S. EXHIBIT THEREFORE SHOWS SPECIAL ATTENTION.

4. WAITING TO GREET HALF-WAY THROUGH PAVILION WERE MANY MEMBERS OF U.S. SIDE OF BULGARIAN-U.S. ECONOMIC COUNCIL. ZHIVKOV HAD RECEIVED THEM ON PREVIOUS DAY, AND THEY HAD COME TO PLOVDIV TO VISIT FAIR AFTER COUNCIL MEETING EARLIER THIS WEEK IN SOFIA.

5. FOLLOWING ZHIVKOV'S VISIT PAVILION WAS OPEN TO PUBLIC AT 1300 LOCAL IN CLEAR, HOT WEATHER. TURNOUT DURING FIRST DAY ESTIMATED AT 7000-8000. VISITOR ATTENTION WAS PARTICULARLY ATTRACTED BY HOME CANNING DEMONSTRATION WITH USIA SPECIALIST MARY LOU WILLIAMSON AND BALL BRIGHT-FIELD ANALYZER.

6. OTHER OPENING DAY HIGHLIGHT WAS VISIT BY RUMEN BOYADZHIEV, DIRECTOR GENERAL OF "BULGARPLOD" STATE ECONOMIC ENTERPRISE FOR FRUIT AND FRUIT PRODUCTS. HE TALKED AT LENGTH WITH USIA SPECIALIST ROBERT GRAHAM ABOUT DRY CAUSTIC TOMATO PEELING PROCESS. BOYADZHIEV SAID HE WILL SEND GROUP OF ASSISTANTS TO HEAR GRAHAM SATURDAY AT ANNUAL INTERNATIONAL SCIENTIFIC-TECHNICAL CONFERENCE HELD IN CONJUNCTION WITH FAIR. BOYADZHIEV ALSO INVITED USIA SPECIALIST DR. PHILIP NELSON, EXPERT ON FRUIT VEGETABLE PROCESSING PRESERVATION, TO TOUR CANNING FACTORY MON 8 SEPT AND ADDRESS STAFF OF CANNING RESEARCH INSTITUTE TUES 9 SEPT.

7. USIA:ICS: BENTHOS TAP-TONE INSTRUMENT IS ATTRACTING UNCLASSIFIED

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SERIOUS INTEREST, BUT IS ONLY PRODUCT IN "CORE" ON WHICH WE HAVE NO PRICE INFORMATION. PLEASE CONTACT MULLEN AT BENTHOS FOR PRICES OF ALL MODELS AND RELAY VIA TELEGRAM.

8. USIA:IBS/PE: EMBASSY RECOMMENDS FAIR COVERAGE IN NEWS SECTION OF EVENING BULGARIAN BROADCAST PLUS PLANINSKY'S FEEDS IN "BACKHALF", AS WELL AS MORNING

NEWS OR FEATURE COVERAGE AS APPROPRIATE. PLEASE PROVIDE
SUBSTANCE OF PLANINSKY'S TELEPHONE FEEDS TO IEU AND
ICS ON DAILY BASIS. FYI: PLANINSKY HAS RECEIVED OUT-
STANDING COOPERATION FROM BULGARIAN RADIO PERSONNEL.

9. USIA PROJECT DIRECTOR NOTED KIOSKS ON FAIR GROUNDS
ARE SELLING SOUVENIR POSTCARDS WITH PICTURE OF 1974
U.S. PAVILION. HE WILL BRING SAMPLES TO WASHINGTON
(ETA THUR 11 SEPT).

10. USDOC, EWTC: ALL EQUIPMENT FOR COMMERCIAL BOOTHS
WAS IN PLACE AND COMMERCIAL REPRESENTATIVES WERE
MANNING ALL BOOTHS ON OPENING DAY EXCEPT STAUFFER
CHEMICAL. (STAUFFER REPRESENTATIVE WAS SEEN PREVIOUS
DAY, HAS NOT REAPPEARED.) ALMOST ALL COMMERCIAL
EXHIBITORS REPORTED SIGNIFICANT CONTACTS. NEOTEC AND
BALL BROTHERS TECHNICIANS HAD DISCUSSIONS CONCERNING
POSSIBLE SALES OF THEIR EQUIPMENT INCLUDED IN "CORE".

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